

DIAGEO PRIVACY AND COOKIE NOTICE

This **Privacy and Cookie Notice** provides a high-level overview of our full **Privacy and Cookie Notice** (click [here](#) to access). It summarises important information regarding how we collect, use, and share any personal information collected. This Privacy and Cookie Notice applies to personal information collected through this website www.definitivedrinkingguide.com, which is operated by **Diageo plc** - the world's leading premium drinks business - or one of its group of companies.

At relevant points hyperlinks are provided that will take you directly to further information in this document. **Links in this Privacy and Cookie Notice will not take you to any external website or content.**

1. Introduction

- Click [here](#) for more information about **Diageo plc**

2. Are you of legal purchase age?

- Do **not** provide us with your personal information if you are not of legal age to purchase alcohol.
- If we believe that you are under the legal purchase age we will make every reasonable effort to remove your personal information from our records.

3. What is personal information?

- Personal information is information about an identifiable individual, as defined by applicable law.

4. Diageo's collection and use of personal information

- We collect personal information that you choose to provide. This includes information provided when registering with our websites, contacting us, completing surveys or questionnaires, entering competitions, and posting information on public areas of our websites.
- Through your use of this and other Diageo websites (including by browsing such sites) you may provide us with personal information such as your name, contact details, personal preferences, and details of your website use.
- By doing so, you are agreeing to our use of that information as set out in this Privacy and Cookie Notice and our full Privacy and Cookie Notice.
- Please note: Ticketing for this event is managed by Squaremeal and their partner Eventbrite. By purchasing a ticket you agree that we can share your details with Squaremeal and Eventbrite for the purpose of sending you your ticket and details of the event.

- Unless you have consented to us keeping your data, or otherwise contacting you in relation to other products/events/services, we will destroy your data within a reasonable time of the event concluding.
- **If you do not agree to these conditions, please do not provide us with this information, or please let us know your objections using the contact details below.**

5. Use of cookies on our websites

We also collect information using common Internet technologies such as “**cookies**” and “**clear gifs**” (also known as “**web bugs**” or “**web beacons**”).

- Click [here](#) for more information.

6. Use of personal Information

- We will only use the personal information we collect to provide you with specific information and services that you request, and with additional information and services that may be of interest to you.

7. Disclosure of personal Information

- This may involve sharing your personal information with **non-Diageo companies** that provide services to Diageo companies and certain **other third parties**, but only where they offer adequate protection for your information and, in certain cases, only where you have provided your consent.
- In some cases, this may involve **transferring your personal information to other countries** (including the U.K., the U.S., Canada and other countries inside and outside the European Economic Area) where Diageo or non-Diageo companies or other third parties operate and process your personal information.
- **By providing any personal information to us, you fully understand and clearly consent to such use and transfers as set out in this Privacy and Cookie Notice and our full Privacy and Cookie Notice.**

8. Public (or inactive) areas of our website

- Information that you post on or through the public areas of the site (e.g. chat rooms, bulletin boards and discussion groups) are generally accessible to, and may be collected and used by, others.

9. Security

- We take security seriously and take precautions to keep your personal information secure. We have put in place appropriate physical, electronic and managerial procedures to safeguard the information we collect.
- We have no control over the privacy of any communications while in transit to us. We recommend that you not include confidential, proprietary or sensitive information in such communications. Click [here](#) for more information.

10. Unsubscribe, access, questions and further information

- At your request, and where required by law, we will confirm, share, and/or update the personal information we hold about you. However, to protect your privacy we may first have to verify your identity.
- At any time you can choose to make an **unsubscribe request** to stop receiving marketing information.
 - If you would like to unsubscribe from communications from Diageo or about Diageo brands, please contact: WorldClass@BrandsofDiageo.com
 - Click [here](#) for more information on your choices.

Contact Us

If you have any comments, queries, or complaints about our collection or use of personal information please contact us via:

- **Post:** Data Privacy Officer, Corporate Centre Legal Team, Diageo plc, Lakeside Drive, Park Royal, London, NW10 7HQ